

Message Text

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PAGE 01 STATE 078712

54

ORIGIN COME-00

INFO OCT-01 NEA-10 ISO-00 EB-11 CIAE-00 INR-10 LAB-06

NSAE-00 PA-04 RSC-01 SIL-01 USIA-15 PRS-01 /060 R

66605

DRAFTED BY: COM/BIC/OIM/246:DHENDERSON

APPROVED BY: EB/OCA/REP:GPWILSON

OIM/246:JRMCCAULEY

OIM/216:CGENDREAU

OIM/215:ABASHENDORF

STATE/EB/CBA/OCA/BR:JLNESVIG

STATE/NEA/PAB:MGJONES

STATE/NEA/INS:DWBORN

----- 107342

R 181401Z APR 74

FM SECSTATE WASHDC

TO AMEMBASSY NEW DELHI

AMEMBASSY ISLAMABAD

INFO AMCONSUL BOMBAY

AMCONSUL CALCUTTA

AMCONSUL KARACHI

AMCONSUL LAHORE

AMCONSUL MADRAS

UNCLAS STATE 078712

E.O. 11652: N/A

TAGS: BEXP, IN, PK

SUBJ: MARKET RESEARCH IDENTIFICATION & PROGRAM EVENTS TO SUPPORT
FISCAL YEAR 1976

1. CONSISTENT WITH THE FY 74 MARKET RESEARCH LEVEL OF SEVEN
(7) STUDIES, COMMERCE INTENDS TO MAINTAIN THIS NUMBER FOR
FY 75 AS THE BASIS FOR SELECTING PROMOTIONAL EVENTS IN FY 76.

2. AS PREVIOUSLY DISCUSSED WITH THE EMBASSIES AND CONSULATES,
THE COUNTRY MARKETING MANAGER, SOUTH ASIA, IS CONTEMPLATING
A PROGRAM WHICH INCLUDES THREE TRADE MISSIONS AND ONE
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CATALOG SHOW FOR FY 76. JUSTIFICATION FOR THESE EVENTS WILL

BE SERVED BY THE STUDIES UNDERTAKEN IN FY 75.

3. THE POSTS SHOULD NOTE THAT ONLY FOUR EVENTS WILL BE PROGRAMMED FOR FY 76, THUS PROVIDING A SURPLUS OF THREE STUDIES. THE INTENT IS TO PROVIDE FOR FLEXIBILITY IN OUR PROGRAMMING BY ALLOWING ALTERNATIVE THEMES SHOULD CHANGING MARKET CONDITIONS DICTATE.

4. IN VIEW OF THE FOREGOING INFORMATION, WE REQUEST THAT THE POSTS PROVIDE A RECOMMENDED LIST OF THE PRODUCT AREAS FELT BY THE POST TO BE VIABLE, PROMOTABLE AND SALEABLE OPPORTUNITIES. FROM THESE LISTS WE WILL IN CONCERT WITH THE POSTS' RECOMMENDATIONS, SELECT SEVEN AREAS FOR STUDIES IN FY 75.

5. POSTS ARE REQUESTED TO PROVIDE THESE LISTS BY MAY 15, 1974.
KISSINGER

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 18 APR 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1974STATE078712
Document Source: CORE
Document Unique ID: 00
Drafter: COM/BIC/OIM/246:DHENDERSON
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D740090-0806
From: STATE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1974/newtext/t19740432/aaaabcqy.tel
Line Count: 78
Locator: TEXT ON-LINE, ON MICROFILM
Office: ORIGIN COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
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Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
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Review Authority: kellerpr
Review Comment: n/a
Review Content Flags:
Review Date: 10 SEP 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <10 SEP 2002 by BryanSD>; APPROVED <27 DEC 2002 by kellerpr>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
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Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
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Status: NATIVE
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TAGS: BEXP, IN, PK
To: NEW DELHI ISLAMABAD
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005